

Camellia George

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PRODUCT & EXPERIENCE DIRECTOR

- Leading product teams within startups, growth businesses and innovation labs
- Hands-on experience in human centered design, product management, customer and partner operations
- Able to professionalize growing product teams and establish process without losing urgency and delivery mindset
- Product leader for mission-critical initiatives: customer acquisition, monetization, margin-optimization, and compliance
- Decision making, communication, hiring, mentoring and organizational skills
- Deep experience in fintech and social commerce businesses (B2B & B2B2C)
- Disciplined, market focused and fluent in technology (especially native mobile, microservices, cloud-operated platforms)

EXPERIENCE

Hook & Loop, Infor Director, Product Experience

2017 – present

Leading product for Infor's mobility initiative. Responsible for design, development and deployment of native iOS clients for Infor's enterprise finance, human capital and CRM platforms.

- Reporting to VP/Head of Experience, responsible for user experience strategies for Infor's SaaS products including web-app modernization and new mobile app development
- Leading a team of 10 product managers, designers, and user researchers
- Evolving highly-configured enterprise systems into simple native mobile experiences via new API design and cross-platform services (identity, notifications, deep-linking and navigation)
- Creating product analytics plans: defining business KPIs, event-tracking specifications for application development team, and designing our data-pipeline
- Managing key customer relationships and customer-beta programs, serve as the primary liaison to implementation consulting teams
- Introduced Agile methodology to mobile product team, leading roadmap and sprint-planning, and bi-weekly release cadence

Venmo, a PayPal company
Head of Product Development

2015 – 2016

Leading product management, design and research for P2P, commerce, and risk/support product lines. Scaling technical and operational efficiency through integration into PayPal systems.

- Led Venmo's monetization product (a mobile ecommerce check-out) including personally managing partner relationships, go-to-market planning, risk management and compliance
- Led product alignment with Venmo engineering, operations (customer support, risk, compliance and disaster recovery) and Braintree/PayPal strategic architecture teams (payments processing, and a new multi-tenant identity service to facilitate scaled operations)
- Reached \$4 billion in peer-to-peer quarterly volume (Q1 2016), and nearly doubled user base
- Guided Venmo's progress in consumer protection and financial services compliance: KYC, AML, Reg-E, UDAAP, OFAC, CFPB, among other state and federal regulations
- Mentored team of 15; growing team from 9 to 15 and hiring key leads
- Improved team's goal-setting and prioritization processes

MikMak
VP Product & User Experience

2014 – 2015

Launching video shopping app with founding CEO and VP Engineering, secured seed funding (\$1.5M) and led customer acquisition.

- MikMak awarded Best New Lifestyle App by Apple at first public launch, 6 months after founding
- User retention rate at 2.5x average mobile commerce during beta
- Defined product roadmap and managed day-to-day delivery of iOS app, purpose-built merchandise and video content management systems, and vendor tools
- Led customer research and analytics during 4-month beta period; managed customer communications, key vendor relationships, go-to-market and Apple relationship

Fab
Senior Director, User Experience

2014

Leading design of consumer-facing products: Fab.com, Hem.com, iOS/Android apps, email and notifications, and B2B products: merchandising, supply-chain and creative-services tools.

- Deputy to SVP of Product; collaborating directly with engineering, marketing, BI, merchant, and customer support leadership
- Led design and launch of web and mobile properties for new private-label furniture business, including customization tools; go-live in 4 months to 40 European and North American markets
- Defined functionality, roadmap and design of purpose-built merchandising CMS for responsive-first web property (Hem.com)
- Managed a distributed team of 10 UX, UI and graphics designers in NYC, Europe and India; transitioned Product and UX leadership to new European headquarters

WaPoLabs, The Washington Post Company
Manager, Interaction Design

2011 – 2014

Leading design of five personalized news product-lines on web, mobile and interactive TV.

- Set UX/UI principles and direction for social curation, interest-graph and NLP experiences
- Guided launch of WP Social Reader, PostTV, Personal Post, App Stream and Trove products
- Achieved peak user base of 20+ million users
- Built an integrated department functioning across product lines; established Agile design methodology; grew staff from 1 to 4

R/GA, Plausible Labs & others
User Experience Designer

2007 – 2011

Designing native mobile and web experiences for ComiXology, Wordnik, and Hewlett Packard, among others.

People and Practices Research Lab, Intel
Graduate Technical Intern

2008

Identifying and conveying key opportunities of digital money adoption to executive stakeholders; prototyping mobile money experiences.

University of San Francisco, California College of the Arts,
Academy of Art University
Adjunct Professor

2006 – 2010

Teaching design history, theory, and practice to graduate and undergraduates students through individual and collaborative studio projects, writing and thesis research, critiques and presentations.

Powis, Inc.
Lead Product Designer

2004 – 2006

Designing product lines for new online photobooks offerings for Shutterfly, Kodak and Snapfish.

- Guided customer research and prototyping
- Provided expert human factors input to mechanical and electrical engineering teams
- US patent #20060083604, with Kevin Parker and Wayne Kasom for on-demand bookbinding

EDUCATION

Strategic Management: Competitive & Corporate Strategy, Wharton Prof. Education (2018)

MFA and MA, California College of the Arts (2008 & 2009)

BFA, Carnegie Mellon University (2003)